

Kaiser Permanente Community Fund

Where health begins

Welcome to the 2011 Community Forum



Kaiser Permanente Community Fund at the Northwest Health Foundation

Objectives of today's meeting:

- Learn about the fund's priorities
- Learn what we hope to see in competitive proposals
- Describe what's new this year
- Answer any questions regarding KPCF's mission, goals and methods

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Where does health begin?

What shapes health?

What does a healthy community look like?

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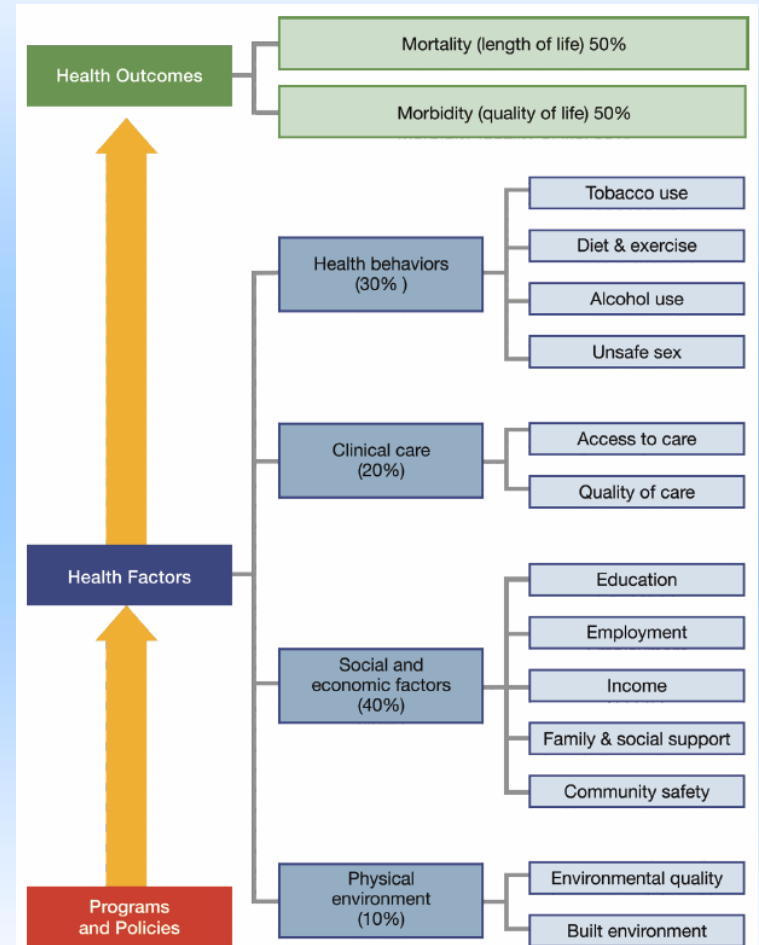
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KPCF's Strategic Focus

- The Fund focuses on upstream interventions designed to address the factors that lead to adverse health outcomes and cause disparities to emerge, rather than direct services intended to mediate their downstream effects.
- Factors in the social, physical and policy environments, often referred to as the **social determinants of health**, have been shown to play a major role in the development of health disparities based on race, ethnicity and socio-economic status.

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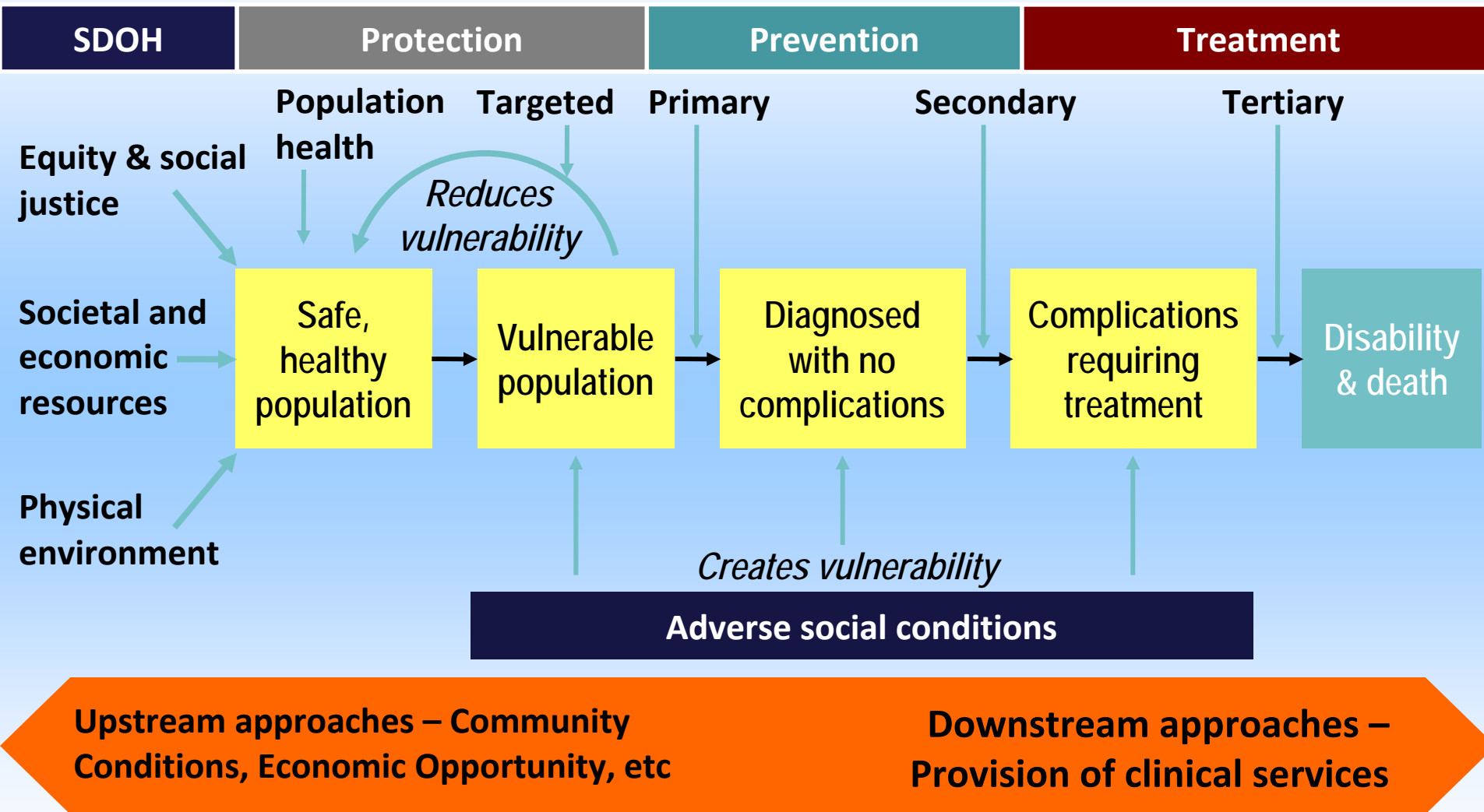
Factors outside of our medical care system account for about 80% of population health status. Those are the factors of most interest to the Kaiser Permanente Community Fund.



County Health Rankings model ©2010 UWPHI

Opportunities for Public Health Interventions

A Social Determinants Framework



Adapted from: Milstein B & Homer J. *The dynamics of upstream and downstream: Why is it so hard for the health system to work upstream, and what can be done about it?* CDC Health Systems Workgroup, 2003

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KPCF Offers Two Types of Grants:

- **Capacity-Building Grants** are more appropriate for organizations that need time to develop their partnerships and strategies; are building their expertise in the field; are not yet able to clearly articulate how their work would improve community health; and/or need to engage with their community to develop their goals, strategies and tactics.
- **Implementation Grants** are more appropriate for projects with clearly defined goals, objectives and strategies; the community has been fully engaged in designing the initiative; partner organizations are fully committed to their roles in advancing the agenda; evaluation and funding strategies fully developed.

Sample KPCF Capacity-Building Grant

Oregon Tradeswomen, Inc: Constructing Green Futures

- Sought to capitalize on the opportunity of upcoming federal stimulus infrastructure investments to create better opportunities for women (particularly women of color)
- While OTI train between 50 and 90 women annually for jobs as electricians, carpenters, and others, they have realized that “direct service is not enough to overcome the bias and barriers that keep women out of these fields.”
- Requested funding for strategic planning, community organizing and leadership development



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Sample KPCF Implementation grant

Oregon Public Health Institute: Addressing the Health and Equity Impacts of Portland Urban Planning

- Sought to build on community engagement on land use and transportation planning issues in East Portland
- Access to better nutritional resources, parks, sidewalks and bike lanes had already emerged as community priorities
- Robust range of partners
- Clear connections to health outcomes
- Defined policy opportunity: Revision of Portland Plan



Incomplete sidewalks on arterial streets create pedestrian safety issues.



Pedestrian safety is an issue at East Portland's busy intersections.

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What is new this year for KPCF?

1. Online submission process! Key dates:
 - Please register your intent to apply by **May 16**
 - Letters of inquiry will be due by **June 2**
 - Invitations to submit a full proposal will be sent by **August 5**
 - Full proposals will be due by **September 9**
 - Final funding decisions will be made by early December

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What is new this year with KPCF?

- More explicit focus on the intersection of social determinants of health and health equity
- Greater focus on multi-sectoral collaboration (particularly in the Implementation track)
- Top limit on Implementation grants (\$200,000)
- Less total dollars available (\$2.5 million); selection will be more competitive
- Other recommendations from the CCHE evaluation available at <http://nwhf.org/kpcf>

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Three Questions for Capacity-Building Grants

- What prompted your organization to consider moving upstream to address social determinants of health and health equity?
- Preliminary description of the outreach, research, partnership-building or other methods that your organization needs to conduct before developing a well-defined initiative or intervention
- How would this grant build your capacity to address social determinants of health and equity, and what do you feel it would position your organization and your partners to do in the future?

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Three Questions for Implementation Grants

- What brought you to the point where you are ready to submit a KPCF Implementation proposal (including the history of community engagement, partnership building, strategy development, etc)?
- What do you hope to accomplish by the end of the grant period, and what impact do you anticipate your goals would achieve?
- How do you plan to achieve your goals by addressing social determinants of health and equity in your community?

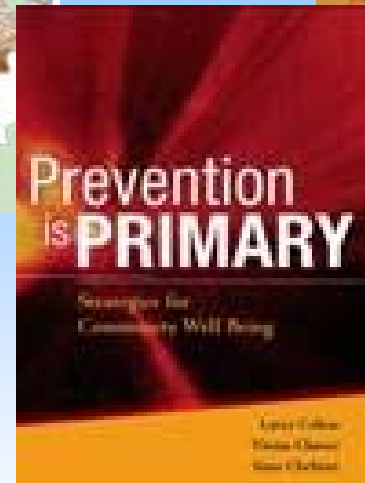
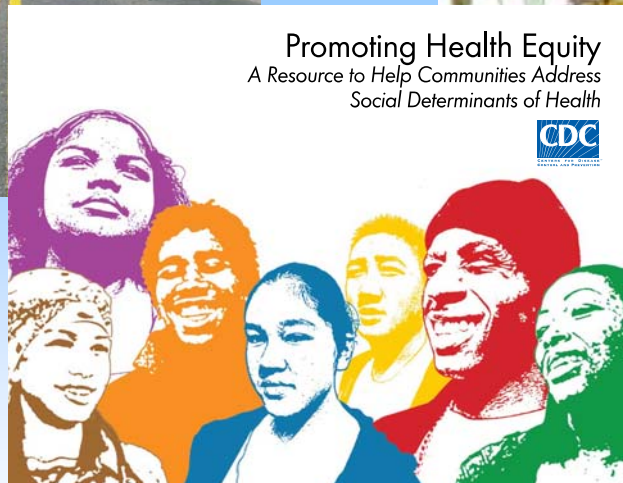
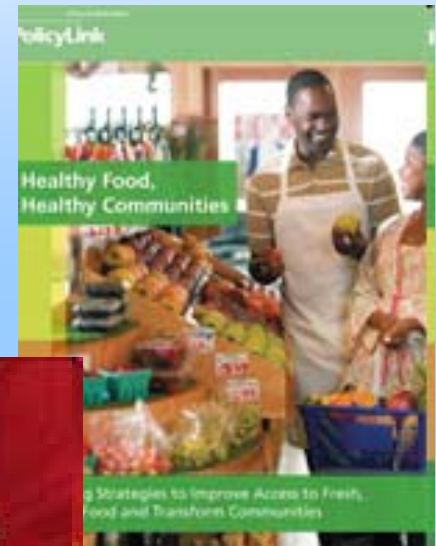
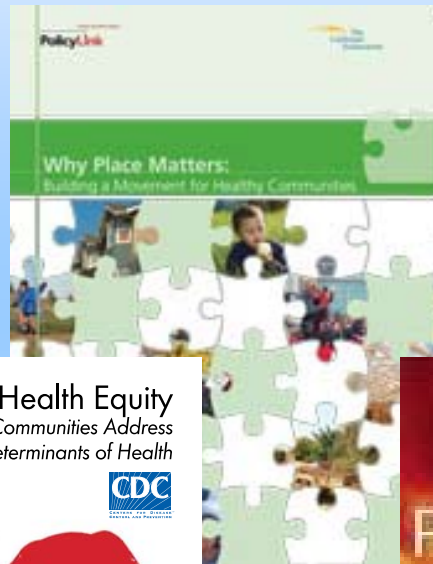
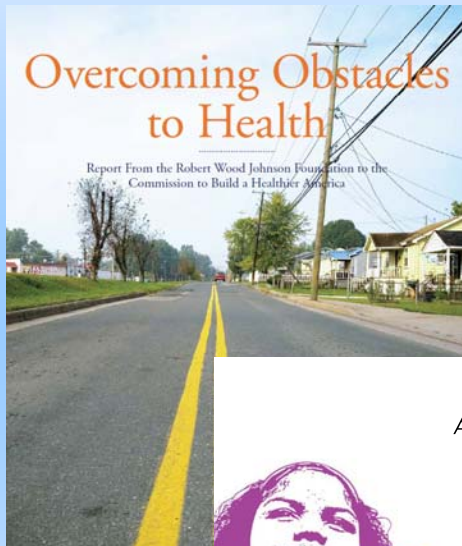
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KPCF Typically Does Not Fund:

- Research
- Capital / Renovation Campaigns
- Health education, social marketing or individual lifestyle modification projects
- Direct services without a strong systemic change component

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Additional Resources for Deepening Expertise



Links to all of these publications are included in the FAQs

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Contact information:

Chris Kabel, MPH

Chris DeMars, MPH

David Rebanal, MPH

Senior Program Officers

Northwest Health Foundation

(503) 220-1955

ckabel@nwhf.org

cdemars@nwhf.org

drebanal@nwhf.org

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